

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name Greenfield Health Department

Contact Information

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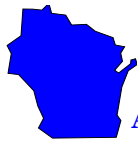
Program Information

Type of Program Health Dept
Year Coalition was Formed 2003
Primary program focus Physical Activity
Region Southeastern
County Milwaukee (city of Greenfield)
Coalition Web Site Address

Program Information

Represented Groups on Coalition Government Health Dept Schools Other	Represented Professions on Coalition Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name Health and Fitness Challenge

Intervention Information

Type of Intervention: Physical Activity - Event
Focus Area: Biking/walking
Intervention Site or Setting: Community
Scope of Intervention: Municipality
Target Audience: All races, genders and ages
Total Population in Area Served: 36,000
Number of Participants: 241
Implementation Status: Hope to offer as as annual event.

Partners: Greenfield Park and Recreation Department
Unique Funding
Evaluation: Service Provision – annually Units Provided
Evidence-Based or Best Practice based on Best practice

Products Developed or Materials Used:

Incentive products to include pedometers, balls, frisbees, water bottles, kites, swim passes, t-shirts.

Intervention Description:

Participants were awarded points for physical activity and given the incentive products along the way. Those reaching 200 points in a three month period were entered into a drawing for a gift certificate.

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Intervention Name

All Community Walk

Intervention Information

Type of Intervention:	Physical Activity & Nutrition Event
Focus Area:	Biking/walking
Intervention Site or Setting:	Community
Scope of Intervention:	Municipality
Target Audience:	All races, genders and ages
Total Population in Area Served:	36,000
Number of Participants:	277
Implementation Status:	Annual community walk

Partners:	Greenfield Park and Recreation Department
Unique Funding:	
Evaluation:	Service Provision – Annually Units Provided – One-time survey Other
Evidence-Based or Best Practice based on	Best practice

Products Developed or Materials Used:

Brochures about the benefits of walking, map of community parks and walking paths, healthy food items, t-shirts.

Intervention Description:

Gathering of area residents to participate in a community walk. Three courses available, 1,2,3 miles. Walk leaders available to lead the groups. Held at Konkel Park in the city of Greenfield.